

Figure 1

100

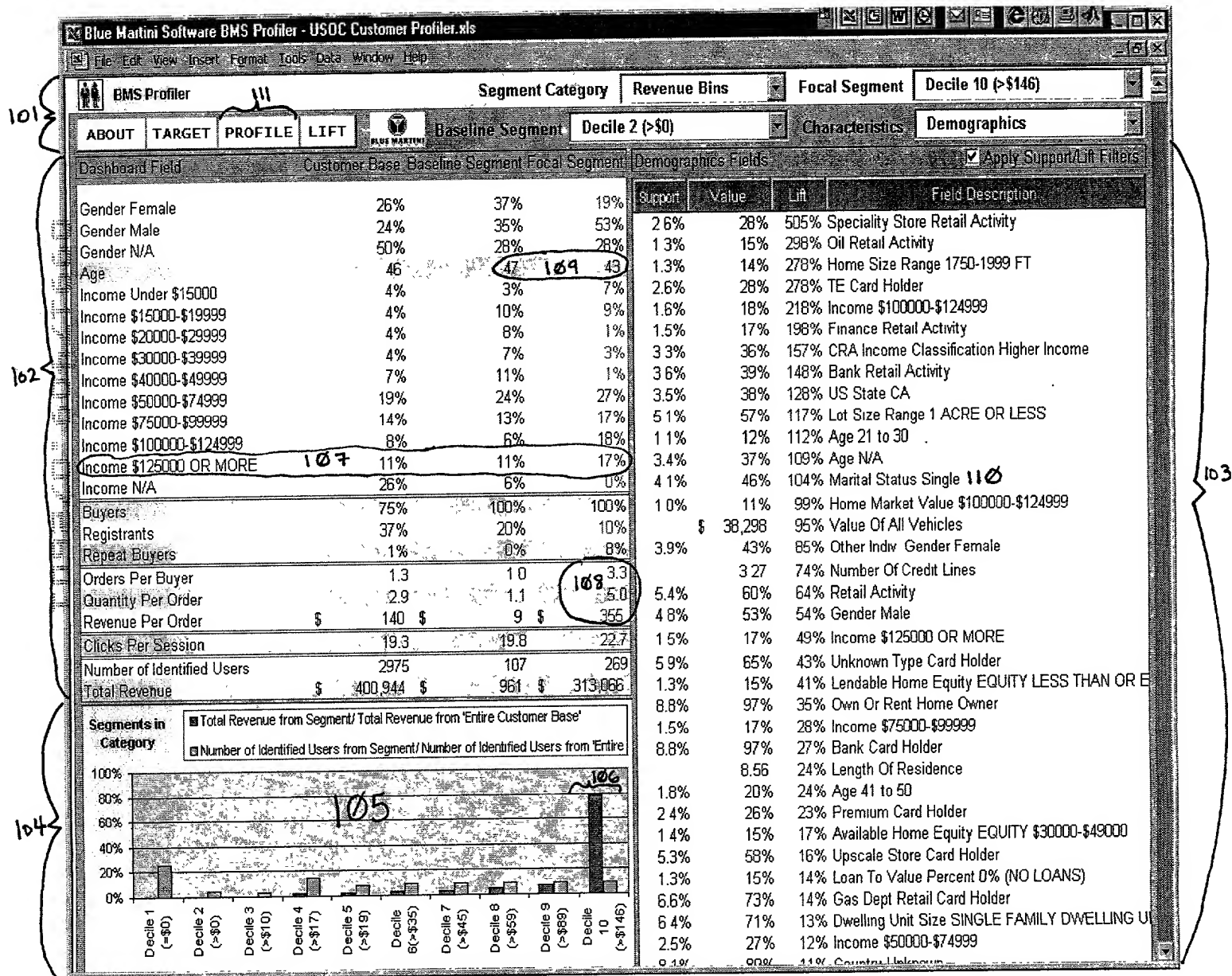


FIG. 2

200

	203 Sex	204 High_Salary	205 Home_Value	206 Collge_Education
201 Entity 1	M	True	250,000	Undergrad
Entity 2	F	True	480,000	Grad
202 Entity 3	M	False	0	Prof
.	.	.	.	.
.	.	.	.	.
.	.	.	.	.
.	.	.	.	.
.	.	.	.	.
Entity n	M	False	600,000	None

Figure 3

30

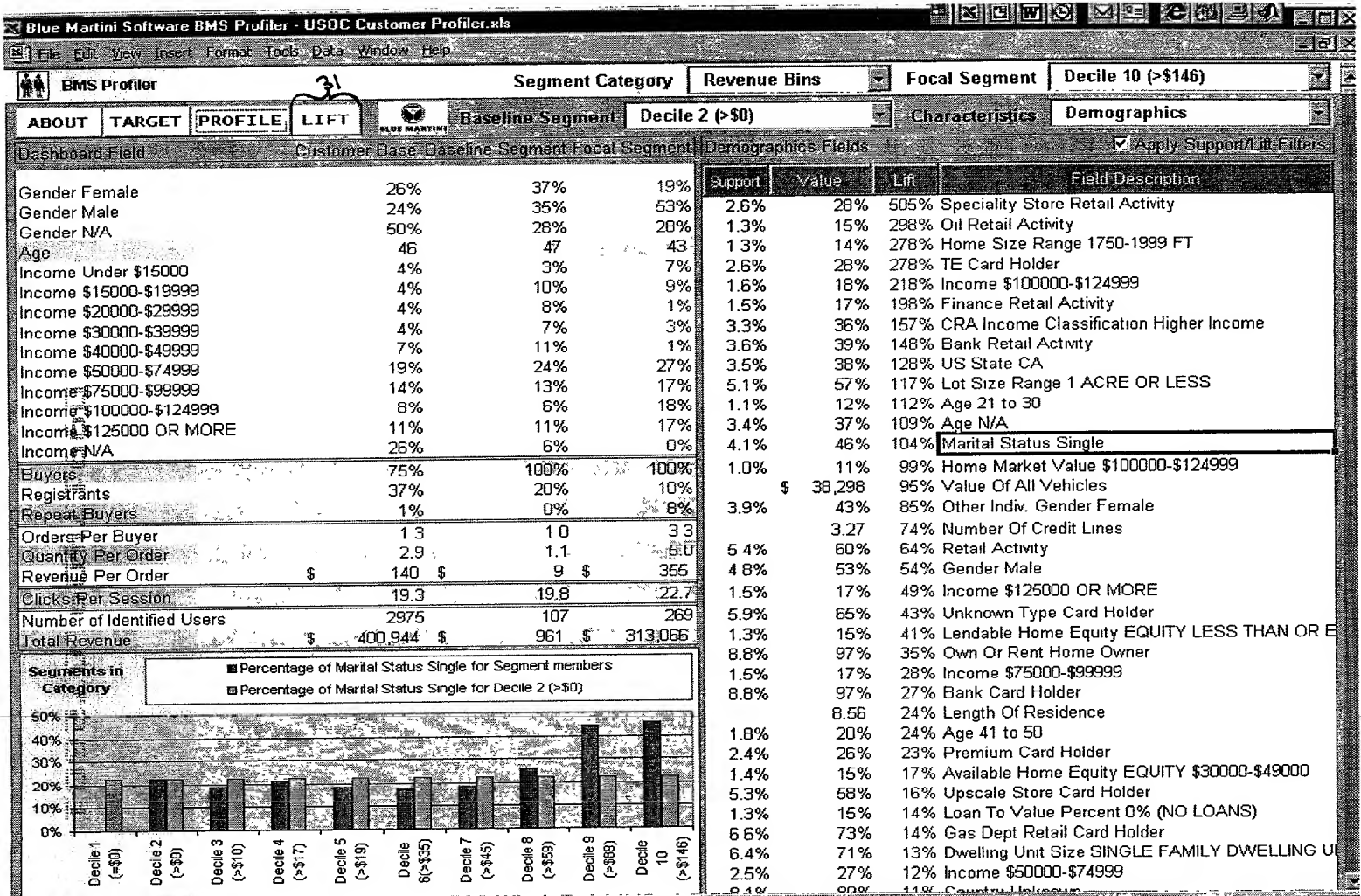


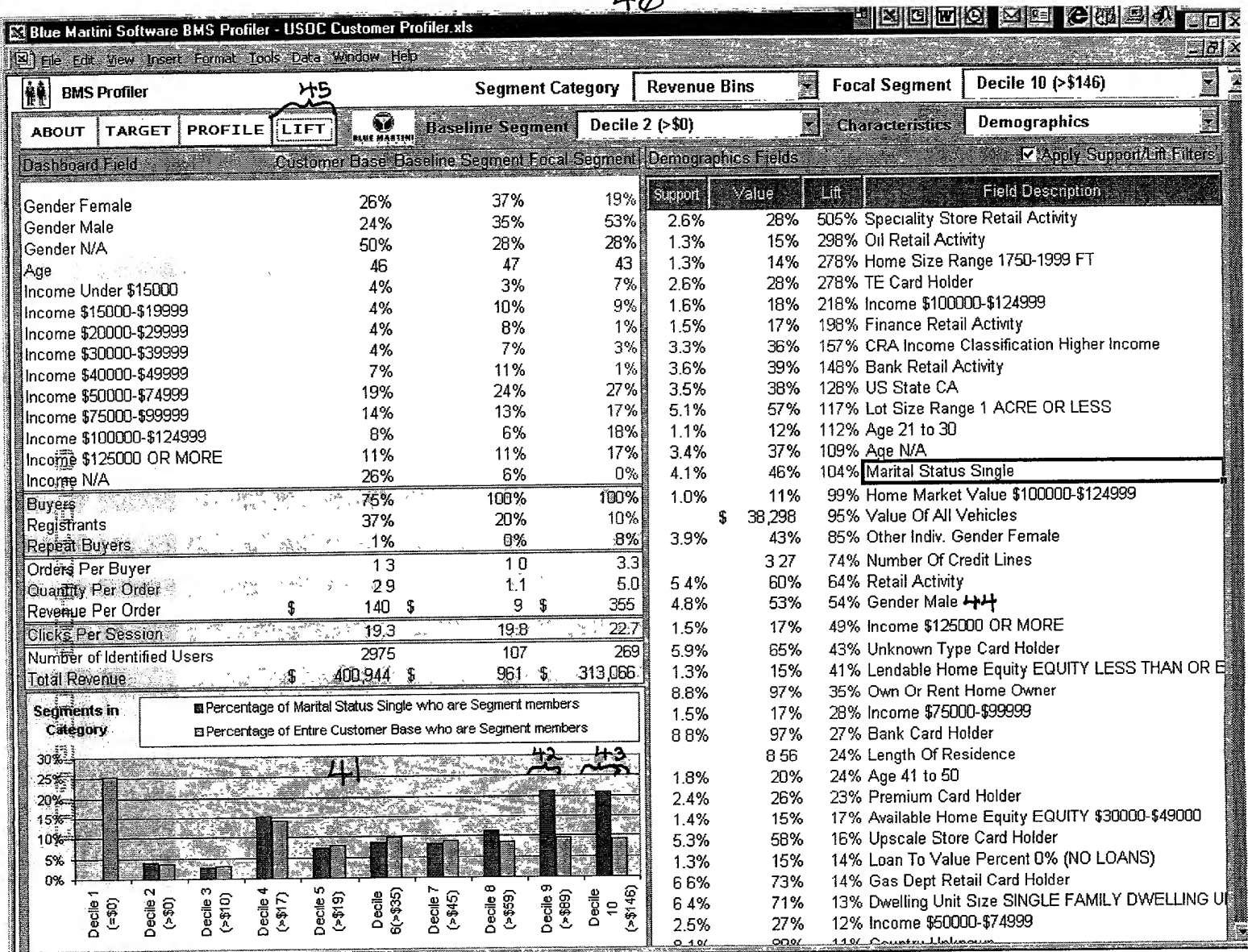
Figure 4  
40

Figure 5

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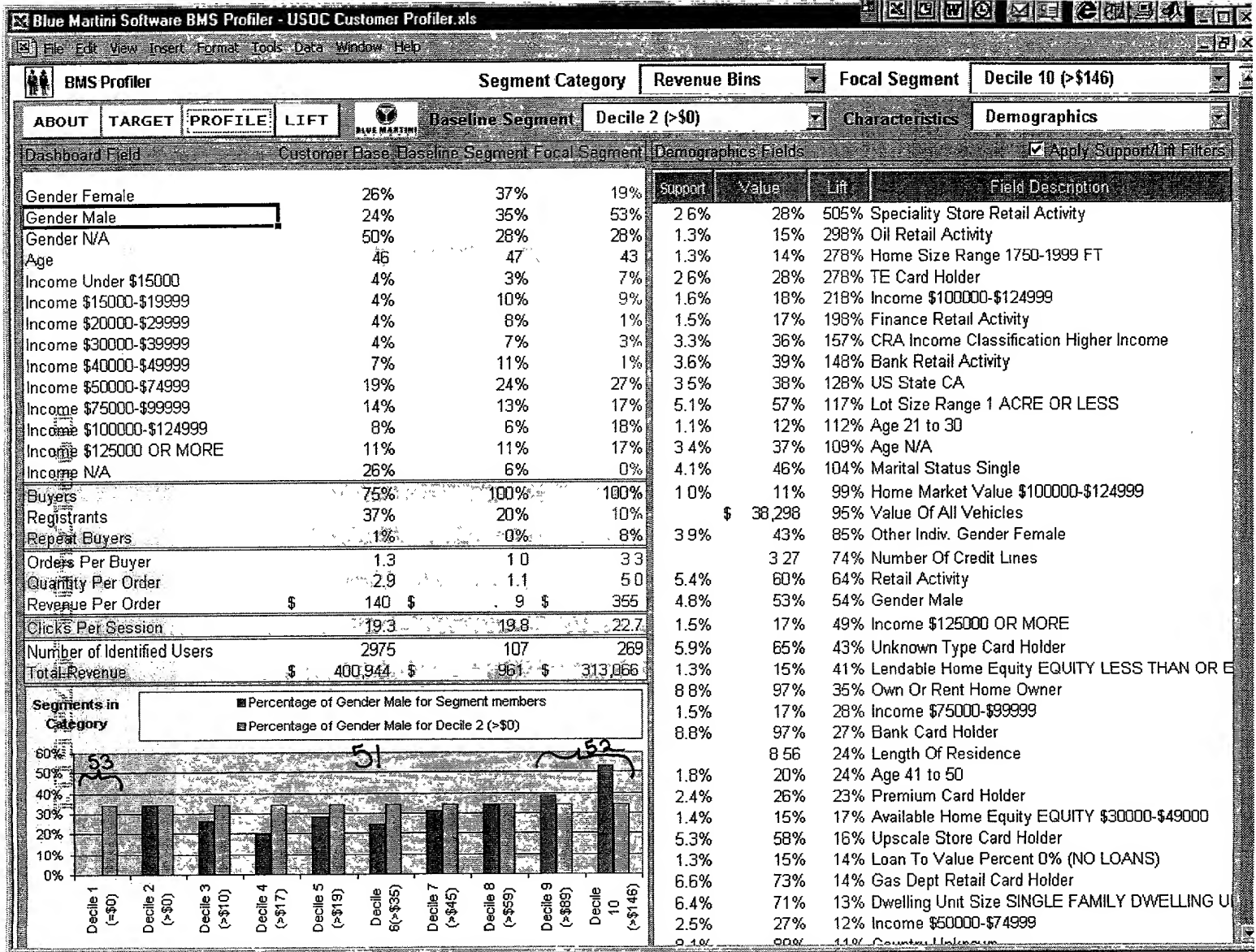


Figure 6

60

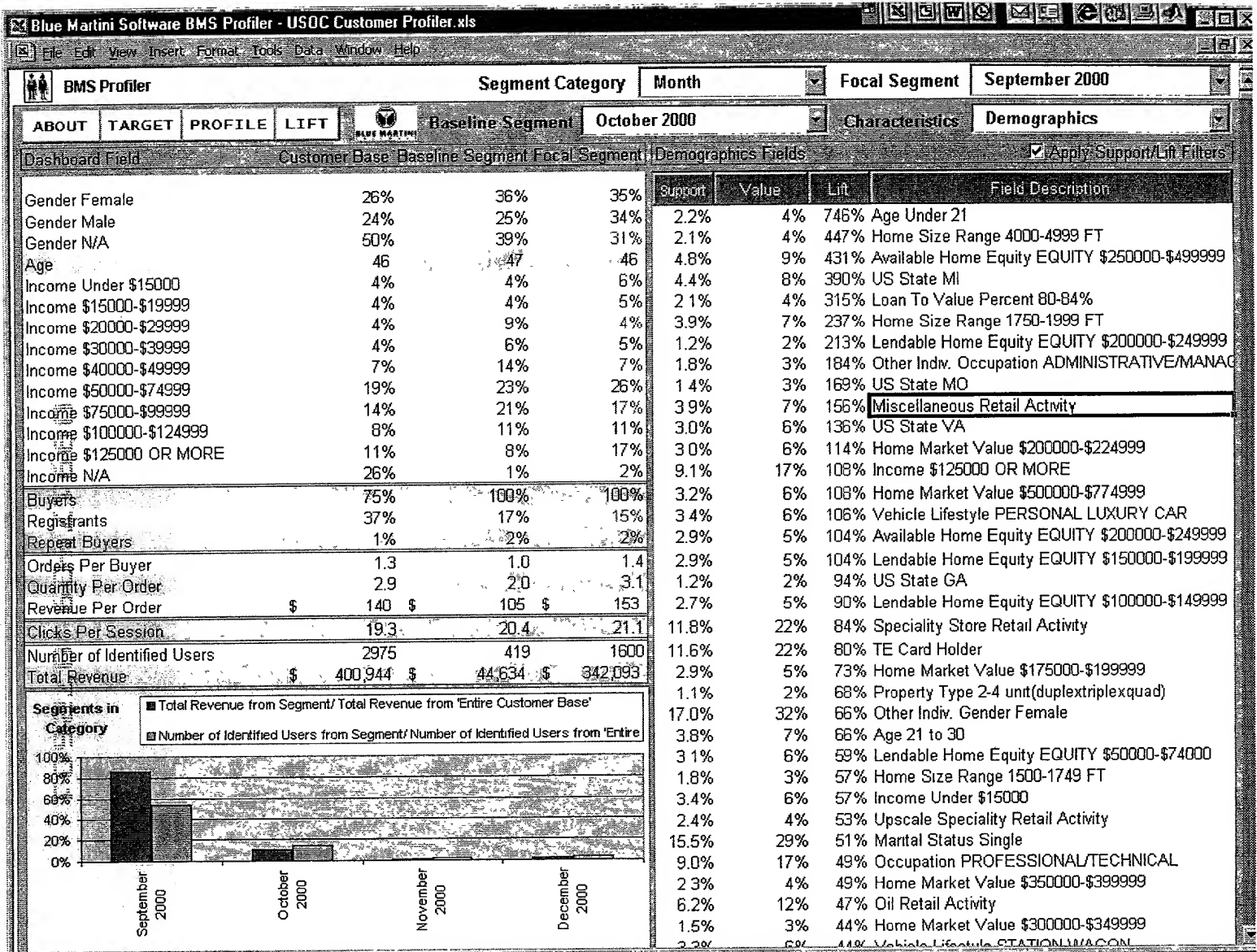




Figure 7

76

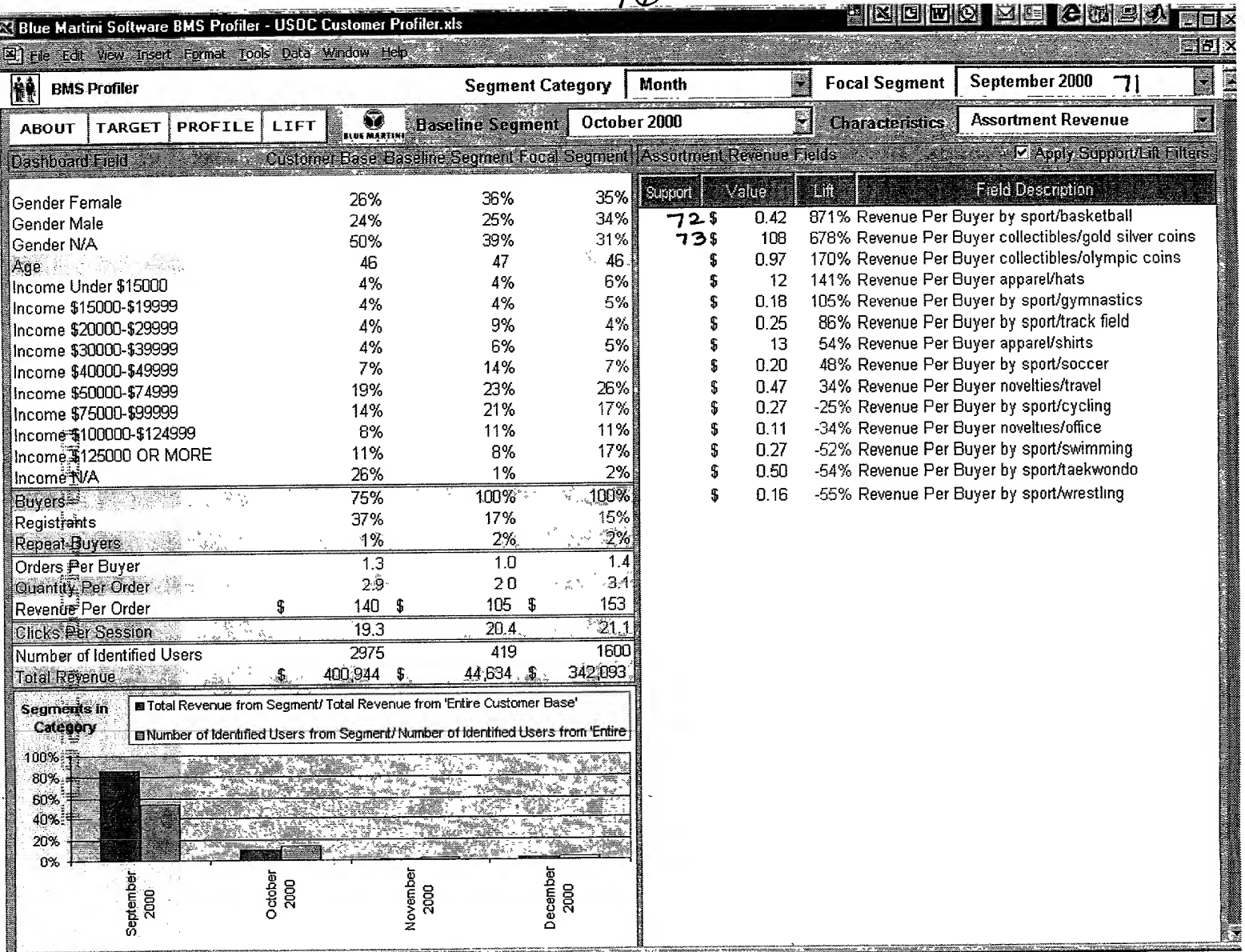


Figure 8

80

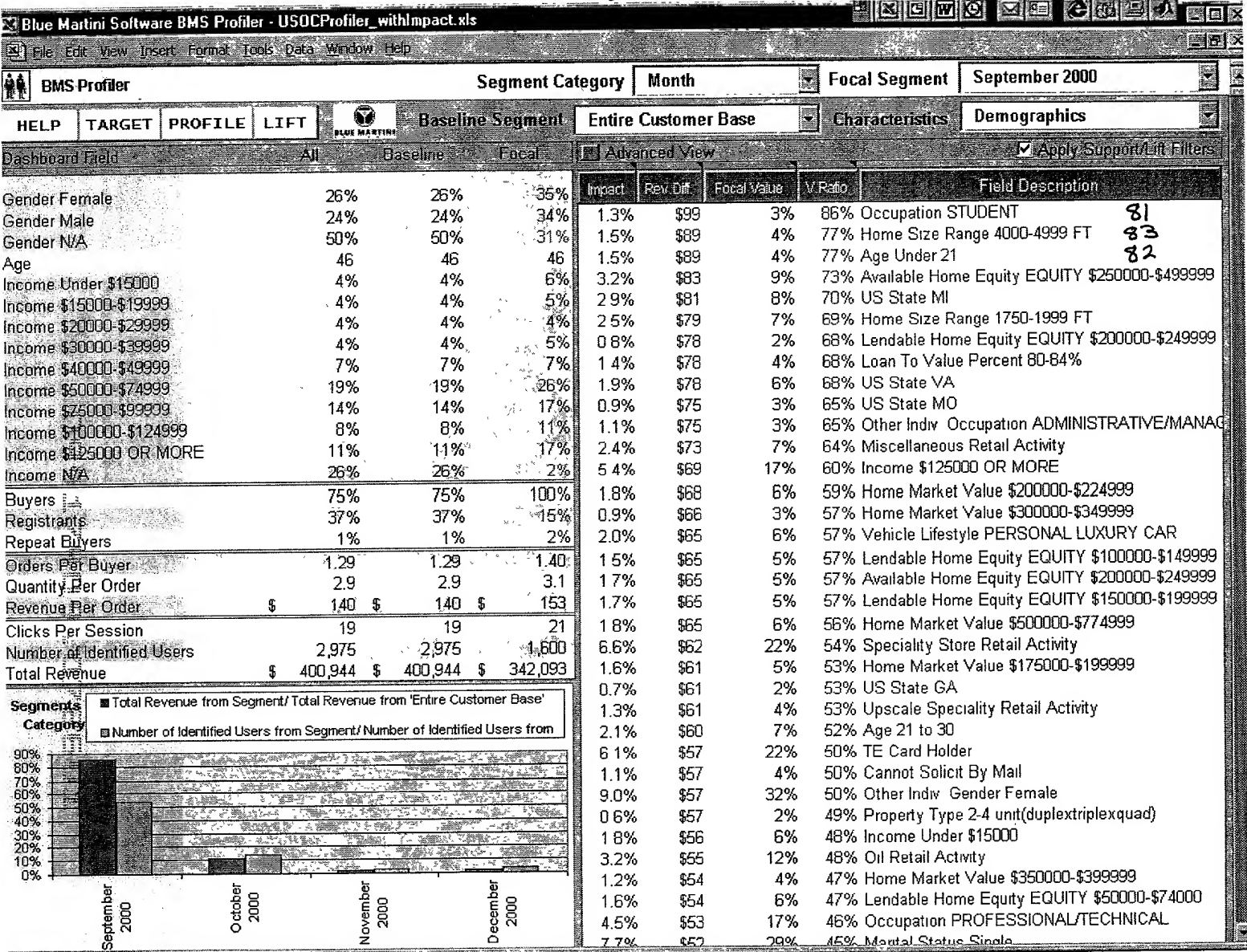




Figure 9  
90

## Exemplary Characteristics

### Field Description

Home Market Value \$1000000+  
 Lendable Home Equity EQUITY \$750000-\$999999  
 Gender Female  
 Occupation HOUSEWIFE  
 Other Indiv. Occupation RETIRED  
 CRA Income Classification Moderate Income  
 Other Indiv. Gender Male  
 Occupation CLERICAL/WHITE COLLAR  
 Home Market Value \$125000-\$149999  
 Marital Status Inferred Married  
 Other Indiv. Occupation PROFESSIONAL/TECHNICAL  
 Available Home Equity EQUITY \$150000-\$199999  
 Age 51 to 60  
 Other Indiv. Occupation ADMINISTRATIVE/MANAGERIAL  
 Lendable Home Equity EQUITY \$100000-\$149999  
 Home Size Range 2000-2499 FT  
 Home Market Value \$75000-\$99999  
 Lendable Home Equity EQUITY \$50000-\$74000  
 US State MI  
 Home Market Value \$1000-\$24999  
 Income \$50000-\$74999  
 Home Size Range 1250-1499 FT  
 Home Market Value \$150000-\$174999  
 Occupation ADMINISTRATIVE/MANAGERIAL  
 Vehicle Lifestyle PERSONAL LUXURY CAR  
 Available Home Equity EQUITY \$1-\$4999  
 Lot Size Range GREATER THAN 1 ACRE  
 Home Size Range 1000-1249 FT  
 US State OH  
 Income \$15000-\$19999  
 Vehicle Lifestyle FULL SIZE (STANDARD/LUXURY)  
 Income Under \$15000  
 Working Woman  
 Available Home Equity EQUITY \$30000-\$49000  
 Loan To Value Percent 0% (NO LOANS)  
 Loan To Value Percent 01-49%  
 US State PA  
 Occupation PROFESSIONAL/TECHNICAL  
 US State TX  
 Home Market Value \$225000-\$249999  
 Income \$30000-\$39999  
 Mail Order Buyer  
 Mail Responder  
 Age 41 to 50  
 Gas Dept Retail Card Holder

FIG. 10

